

1 24. (Twice Amended) The [storage medium] article of claim 21, wherein the real estate
2 identifier has a market code appended thereto identifying a marketing source [the information
3 server responds to requests including a real estate identifier for an information page whether
4 the requested information page exists prior to the request or not].

1 25. (Once Amended) The [storage medium] article of claim 21, wherein the information
2 server includes a function to identify, compile and maintain a statistical history of marketing
3 codes received in information page requests.

1 26. (Once Amended) The [storage medium] article of claim 25, wherein the information
2 server includes a report generation function which [periodically and/or on demand
3 automatically] generates a report including the compiled statistical history.

REMARKS

In the subject office action, the Examiner noted that certain non-patent literature references have not been considered because "they do not constitute prior art". Claims 1-8, 12-18 and 21-24 were rejected under 35 U.S.C. §103(a) as being unpatentable over Blinn et al (5,897,622) in view of Nazem et al (5,983,227) and Bijnagte (5,235,680). Claims 9-11, 19-20 and 25-26 were rejected under 35 U.S.C. §103(a) as being unpatentable over Blinn, Nazem, Bijnagte and Anderson (5,974,396).

Information Disclosure Statement

In response, Applicant explicitly notes for the records that Applicant admits the submitted non-patent literature are prior art. The dates referred to by the Examiner are

the "print dates" of the non-patent literature. Accordingly, Applicant respectfully requests their consideration when re-examining the remaining claims.

§103(a) obviousness rejections

In response, Applicants have cancelled claims 3, 5, 6, 8, 13, 16, 17, 23, and amended 1-2, 7, 9-12, 15, 18-22 and 24-26 to more particularly claim Applicant's invention. Claims 1-2, 7, 9-12, 14-15, 18-22 and 24-26 are now pending.

Independent claims 1, 12 and 21 have all been amended to be clearly directed towards an apparatus, a method, and an article of manufacture recorded with instructions for *provisioning real estate information pages*. In particular, they all include in substance the limitations that (a) the real estate information page is to be requested with a URL including *a server name followed by a real estate identifier identifying the real estate information page*, (b) *determining if the identified real estate information page exists*, and (c) *dynamically generating the instructions to create the identifier real estate information page if it is determined not to exist*.

Blinn teaches dynamic generation of product information pages, while Nazem teaches generation of customized information pages with conditionally generation of a user template (employed in the generation of a customized page), and Bijnagte teaches a computerized method for communicating real estate information (see their respective abstracts). Assuming arguendo that the Examiner is correct in that it would be obvious for a person ordinarily skilled in the art to apply teachings on dynamic and conditional generation of product information page to real estate, in view of Bijnagte's teachings, for

reasons set forth below, Applicant submits that the cited references nevertheless do not teach or suggest the above enumerated required limitations of the present invention.

Under Blinn, all requests for information pages are submitted using an URL that includes a server name followed by the identifier “pge” identifying the page generator (see e.g. col. 7, lines 15-16, and col. 9, lines 33-34). To obtain a product information page, a user has to go to the home page (using an URL with “pge”), obtains a list of products first, then the user can request an information page associated with a particular product of interest (see e.g. col. 13, line 46 – col. 14, line 14, and col. 15, line 22 – col. 16, line 5). Under Nazem, all requests for customized information page are submitted using an URL consisting of a predetermined server name “my.yahoo.com” (see e.g. col. 2, line 67). Then, to generate a customized information page for a user, the user information is obtained from the user’s cookie (see e.g. col. 3, lines 15-21). Thus, neither Blinn and Nazem teaches the employment of a URL including a server name followed by a product identifier to request a specific product information page.

Furthermore, in view of the necessity of the employment of an URL having the “pge” reference to practice Blinn, Applicant submits there is no motivation to one ordinarily skilled in the art to modify Blinn to remove the required “pge” reference, and replace it with a product specific reference as required by the present invention. Likewise, in view of the fact that the predetermined generate server name “my.yahoo.com” and obtaining user information from a cookie being the cornerstone of the Nazem’s practice, Applicant submits there is no motivation to one ordinarily skilled in the art to modify Nazem to substitute the required “my.yahoo.com” plus cookie

approach, with a user specific reference (such as “my.yahoo.com/mynname”) as required by the present invention.

Accordingly, Blinn and Nazem, individually or in combination, do not suggest the required limitation of *requesting a real estate information page with an URL including a server name followed by a real estate identifier identifying the real estate information page.*

Similarly, by virtue of the required reference to “pgen”, under Blinn, there is no need to determine if the resource identified by the received URL exists or not, as the page generator always exists at the time of request. Likewise, Nazem merely determines if a customer user template to be employed to generate a customized user page exists. By virtue of the required reference to a fixed server name “my.yahoo.com”, under Nazem, the customized user information page never exist at the time of request. Thus, there are no teachings that disclose or suggest *the required determination if an identified page by a received URL exists or not.*

Accordingly, Blinn and Nazem, individually or in combination, do not teach or suggest the required *determination* limitation.

If Blinn and Nazem, individually or in combination, do not teach or suggest the required *determination* limitation, it automatically follows then, individually or in combination, they do not teach or suggest the required *conditional generation*, which is *based on the determination results of a page identified by a received URL.*

The above discussed deficiency in teachings by Blinn and Nazem are not remedied by Bijnagte. Thus, even if the Examiner’s reading of Bijnagte is correct (an

issue needs not be addressed at the present time), Blinn, Nazem and Bijnagte, individually or in combination, still do not teach or suggest the required limitations recited in claims 1, 12 and 21, i.e. the manner the *real estate information page is to be requested, the required determination, and the required conditional generation*, which is *based on the required determination*.

In view of the foregoing, Applicants submit independent claims 1, 12, and 21 are patentable over Blinn, Nazem and Bijnagte, individually or in combination.

Claims 2, 7, 9-11, 15, 18-20, 22 and 24-26 are dependent on claims 1, 12 and 21, therefore by virtue of at least their dependency, these claims are also patentable over the cited references, and in the case of claims 9-11, 19-20, and 25-26, even if further in view of Anderson (as Anderson also does not remedy the above discussed deficiency in teachings by Blinn and Nazem). Claims 2, 7, 9-11, 15, 18-20, 22 and 24-26 contain additional limitations that render them further patentable over the cited references, but in view of the foregoing, need not be individually discussed at the present time.

In conclusion, the remaining claims have been amended to claim a method and an apparatus for provisioning *real estate information page*; a method/apparatus that provides superior useability to the end users over the prior art (see Information Disclosure Statement). When viewed as a whole, and without impermissibly applying hindsight, Applicant submits the present invention as claimed by the remaining amended claims are patentable.

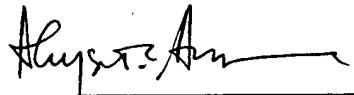
Thus, allowance of the remaining pending claims 1-2, 7, 9-12, 15, 18-22 and 24-26, early issuance of the Notice of Allowance is earnestly sought.

Should there be any lingering questions of patentability, Applicant respectfully requests the Examiner to telephone the undersigned to resolve them.

Please charge any shortages and credit any overages to our Deposit Account No. 02-2666.

Respectfully submitted,
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